



**From Minimizing Stress To Maximizing Revenue,  
Let Us Handle The Heavy Lifting And Get You To Closing**

# White Goose Overview



# White Goose Project Roadmap

## DEPARTURE

As soon as you have left your property, our customized-for-you process begins...



## CURATE

Regardless of your project type, we clean, organize, merchandise, and catalog or price the contents that our expertise deems saleable.

## MARKET

- Social: 5500+ followers
- Email: 3500+ recipients
- Online: 300k+ bidders

Our audience is both large and exceptionally engaged.



## PICKUP & DONATE

Sold items are picked up and we work tirelessly to donate for your benefit where possible.



## COMPLETE

After your property is clean, empty & ready to close, you receive an account overview of your project, sale proceeds wire transfer & donation receipts.



# The *White Goose* Difference, Explained...

01

## Perspective is **EVERYTHING**

Whether an emotional challenge to let go or a rush to close on a tight timeline, we are here to support your journey and keep eyes on the prize – **having your property ready to close, on time.**

02

## Our Audience is **ENGAGED**

While our reach is impressive, what sets the marketing we do apart is how reactive our audience is. We reach out, they act, and it helps **ensure your project is a success.**

03

## We do this **EVERY DAY**

This isn't a fly-by-night operation or a side-hustle. We work in our markets every day and deliver a valuable, service without fail while **constantly raising the bar.**



# The *White Goose* Success Track



## STAFF & SAFETY

With law enforcement officers on staff and liability insurance in place your property & contents will be safe & secure.

We always comply with local ordinances and mandates to keep everyone safe & healthy.

Regardless of the type of project, we apply discretion and respect your privacy.



## EXPERTISE COUNTS

The liquidation of your contents can seem simple, but to do it well and amplify return takes a tremendous effort.

We are masters at balancing the repurposing of items and maximizing dollars.

Like a mechanic or contractor, we're here to help, but need space to work on your behalf.



## NUMBERS MATTER

Deep discounts and giveaways are the exception rather than the rule for White Goose.

Auction values grow remarkably in the last 18-24 hours – avoiding reserve prices help boost purchase prices.

The success of our clients is directly tied to our own, and we take that very seriously.



## TO THE FINISH LINE

We haven't missed a closing date yet, and we aren't going to start now.

Remembering that the value in your property is *the property* and not necessarily the contents is an important step in the process.

A broom-swept house helps ensure a hassle-free closing and painless change of ownership.



# What Others Say About

# White Goose

★★★★★

What a professional company. Met her with another family member. We felt she was very honest and understanding. Responded to our questions and needs immediately. Abigail explains the process and provides time lines and proposals quickly, which is appreciated. Abigail is very knowledgeable in this field and I would highly recommend her company's services. Thank you for being truly professional and honest. There are too many crooks out there and you are definitely NOT one of them. If you want honesty and integrity then call White Goose Estate Sales!!!!



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☺☺ *What a wonderful service you offer, and you are a delight to work with.*

*Thank you and your team for all the hard work you put into the estate sale and preparing our house for closing. Our real estate agent attended the walk-through and said the house was in perfect condition. What a wonderful service you offer, and you are a delight to work with.*

~Martha L. – North Haven, NY

☺☺ *The White Goose Estate Sales team are miracle workers...*

*The White Goose Estate Sales team are miracle workers. They take the stress and worry out of the process, when a house is sold and the seller is faced with years of furniture and a house full of stuff! They are always professional, friendly and they work so hard. It takes just one phone call and there is no drama. I love working with them when I sell a house. They always get the job done!*

~Martha Gunderson, Brown Harris Stevens

☺☺ *...you understood how emotional it was for us to sell a lifetime of memories...*

*We are so pleased with how everything went with our sale! You are professional, honest and most of all, you understood how emotional it was for us to sell a lifetime of memories. We would not hesitate to recommend you to anyone who is considering White Goose Estate Sales.*

~Lisa, Janyce, and Jim T. – Montauk, NY

★★★★★

**Positive:** Professionalism, Quality, Responsiveness, Value

We cannot recommend White Goose enough. Abigail took care of everything and all we had to do was walk out the front door. These are the pros and they are worth every penny.



Like

★★★★★

**Positive:** Professionalism, Quality, Responsiveness, Value

We had a fantastic experience working with White Goose. They made the experience stress-free, efficient and we couldn't have been more pleased with the final results. When the schedule changed due to factors outside our control, they reacted swiftly and were able to take care of everything we needed. Thank you!

## Contact Us Today & Become Our Next 5-Star Review!